HOUSEWARES

Microwave

1983 $ Rank	1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	5	Corning MW116 5-piece Set	3,080	35.99	110,849.20
2	1	Corning M-W-2 Grill	3,149	31.49	99,162.01
3	—	Corning M375 Trio Set	2,179	35.99	78,422.21
4	6	Corning MW-11 Browning Grill	3,845	20.24	77,822.80
5	—	Nordic 62304 Micro-Go-Round	1,416	43.19	61,157.04
6	—	Corning MC4 2½-qt Oval Dish	2,527	17.99	45,460.73
7	8	Corning MR1 Rack	2,797	11.69	32,696.93
8	—	Corning MC6 Divided Dish	1,635	18.89	30,885.15
9	—	Corning MW101 Set	905	29.69	26,869.45
10	14	Corning M68 Cook 'n Pour Pan	1,123	19.70	22,123.10
11	4	Corning MW-360 Set	380	56.42	21,439.60
12	—	Corning MW-210 Set	215	73.43	15,787.45
13	—	Corning MW83-W Menuette Browner	728	33.11	24,104.08
14	11	Corning MW12 Pizza Crisper	287	31.13	8,934.31
15	—	Corning M270 Red Cover Dish	318	16.19	5,148.42

Corning

1983 $ Rank	1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	F330 French White 3-piece Set	2,551	49.49	126,248.99
2	—	F330-55 French Bis 5-piece Set	1,922	49.49	95,119.78
3	—	F260 French White 3-piece Set	3,076	30.14	92,713.72
4	—	F21 French White 4 5-qt Open Roast	3,050	27.26	83,143.00
5	10	F2 French Whi 2½-qt Oven Cvrd Cssrl	3,867	20.96	81,052.32
6	—	A33 Trio Cornflower	3,348	24.11	80,720.28
7	—	F260-55 French Bis 3-piece Set	2,400	30.14	72,336.00
8	—	P166 6-Cup Percolator Corn	2,964	23.75	70,395.00
9	—	A33-8 Trio Set Spice	2,400	27.89	66,936.00
10	2	P150 Grab-It Set	5,045	12.14	61,246.30
11	—	P-166-8 6-Cup Percolator Spc	2,342	25.55	59,838.10
12	—	F1 French Whi 2½-qt Cvrd Cssrl	2,819	20.96	59,086.24
13	—	F14 French Whi 4-qt Cvrd Ovl Cssrl	2,060	28.16	58,009.60
14	—	V300 Visions 6-piece S Pan Set	1,283	43.37	55,643.71
15	—	A 3 Corn Saucepan	2,196	21.23	46,621.08

Table Top

1983 $ Rank	1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Corelle 16-4 16-piece Set Gold	6,488	2.84	213,065.92
2	12	Corelle 16-23 16-piece Set mb	6,172	32.84	202,688.48
3	—	Cstone T20-82 20-piece Set CB	1,960	86.39	169,324.40
4	2	Corelle 16-1 16-piece Set Green	4,806	32.84	157,829.04
5	5	Corelle 16-5 16-piece Set Blue	4,804	32.84	157,763.36
6	—	Cstone T20-81 20-piece Set rg	1,644	86.39	142,025.16
7	7	Expressions 2020-13 20-piece Meadow	1,652	65.69	108,519.88
8	9	Corelle 16N 16-piece Set White	3,218	32.84	105,679.12
9	6	Exprsns 2020-12 20-pc St Ind Smr	1,593	65.69	104,644.17
10	3	Corelle 16-6 16-piece Set Wdln	3,056	32.84	100,359.04
11	4	Expressions 2020-7 20-pc Wldflr	1,454	65.69	95,513.26
12	—	Cstone 20-piece Set Bel	1,070	86.39	92,437.30
13	10	Dimension IV 3216-34 16-pc St Slt	1,906	47.69	90,897.14
14	—	Dimension IV 3235-32 35-piece Set Cin	763	110.24	84,113.12
15	8	Expressions 2020-16 20-pc St Strwbry	1,187	65.69	77,974.03

Glassware

1983 $ Rank	1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Anchor 3600 672A Entertnr Set 40 pc	4,408	30.59	134,840.72
2	12	Libbey 81837T 18-pc Capri St Twny	3,711	14.39	53,401.29
3	15	Libbey 81837D 18-pc Capri St Blue	3,330	14.39	47,918.70
4	4	Libbey 824868 24-pc Bolero Blue	2,607	17.99	46,899.93
5	—	Libbey 82486T 24-pc Bolero Twny	2,231	17.99	40,135.69
6	—	Libbey 81837K 18-pc Capri St Gold	2,684	14.39	38,622.76
7	6	Libbey 82437D 24-pc Bl Count Squire	1,297	29.69	38,507.93
8	—	Libbey 82437 24-pc Cry Count Squire	1,282	26.99	34,601.18
9	10	Libbey 82430K 24-pc Go Cntry Gdn	1,361	23.39	31,833.79
10	—	Libbey 8476 Tulip Grande 9 oz	13,380	2.33	31,175.40
11	11	Libbey 82482 24-pc Chivalry	1,005	26.09	26,220.45
12	—	Anchor 4512 Wexford bev	14,951	1.70	25,416.70
13	—	Libbey 8464 Citation Wine 8 oz	15,690	1.61	25,260.90
14	—	Anchor BB 3100/324 18-pc Plaza Bl	1,703	14.30	24,352.90
15	—	Libbey 376T Tawny Bev 4 pk	6,292	3.86	24,287.12

(Continued on page 52)

PMA PRODUCT MOVEMENT AUDIT

Promotions

(Continued from page 47)

Although New England experienced a solid economy in 1983, and it appears to be the same in 1984, buyers will generally have to plan ordering farther in advance—particularly as the year goes on. That's because manufacturers will be keeping their inventories lean in 1984, in anticipation of higher interest rates.

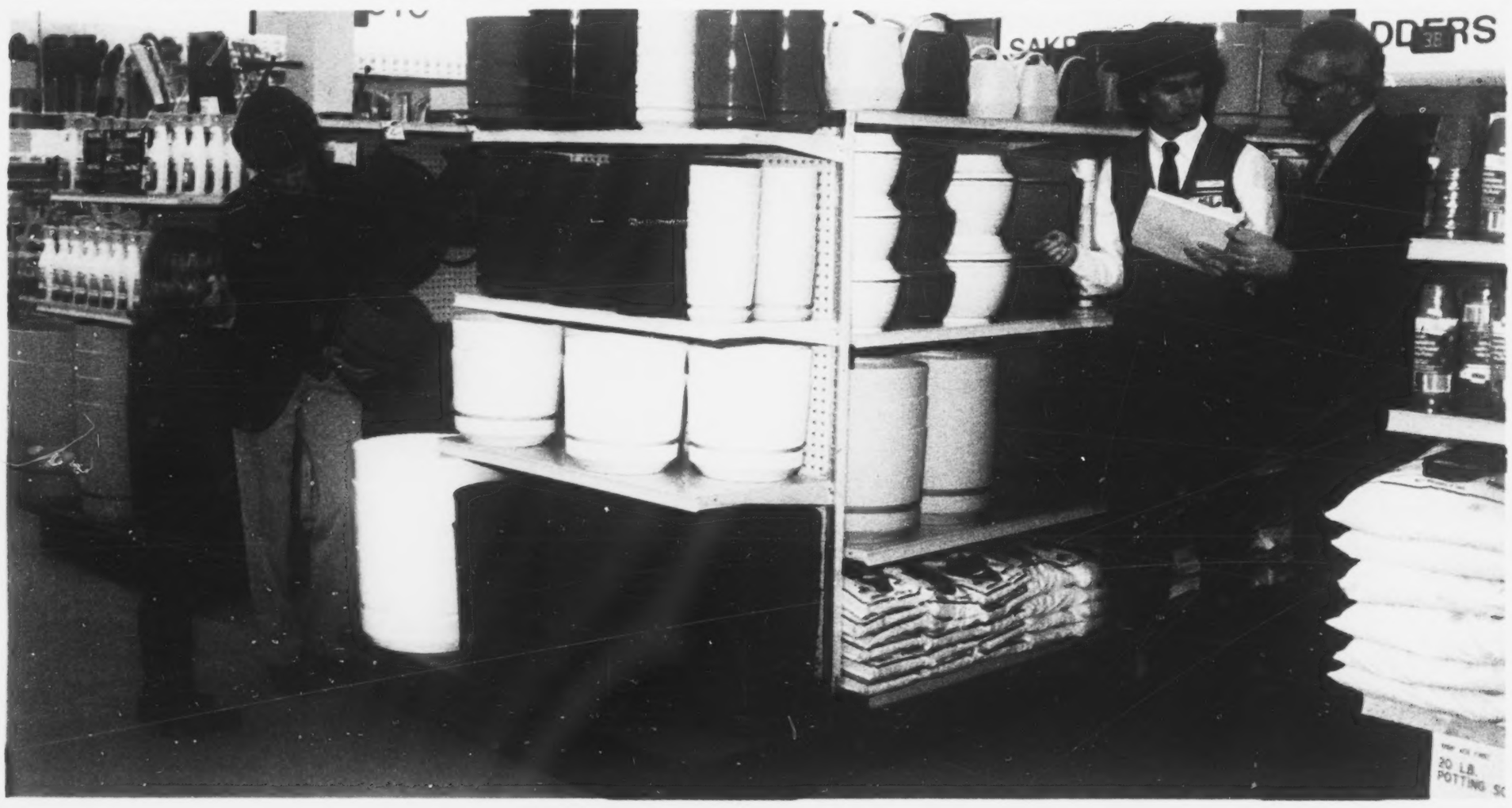
Still, the economy shouldn't dampen housewares business this year. If the economy stagnates, we'll have a lot of replacement sales. If it turns more vibrant, with increases in housing starts, we'll see broad-based sales strength of new goods.

New Moves

To capture part of that growth, manufacturers who've never offered rebates before are doing it this year. Since only a relative handful can afford to advertise nationally, others are turning to rebates to get consumer exposure on the shelves. As contraction among manufacturers continues, whoever's left is going head to head. Besides, how many consumers spurred by a rebate to buy product actually request it?

Cookware and gadgets are currently our leading growth categories. We attribute that to new household formations, increases in home entertainment and home cooking. As in dinnerware, where many people have a good set for company and an everyday set for themselves, tandems of cookware sets are

(Continued on page 52)



How to maximize your profits in planterware sales

STRATEGY NO. 1 Stock 40 or 50 SKU's of the fastest-selling decorator plastic planters to maximize your profit yield per foot. Match your merchandise to your customers; continually weed out slow sellers, and add new sizes, styles, and colors, to achieve the optimum product mix for your store. Keep in mind that the average number of plastic planters per household has increased 230% over the past 7 years, and will continue to increase.

STRATEGY NO. 2 Stock more of the larger size plastic planters. Research shows that large containers have grown in sales more than the medium and small sizes because 77% of plant owners buy new planters for repotting plants that have outgrown their present containers.

STRATEGY NO. 3 Buy Garden Scene® planterware from the one company that helps you sell-through. Duraco Products supplies you with more than a full line of quality planterware. We stand behind you with new market research statistics, and the commitment to increase your bottom line profits.

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800/323-6762 IN IL 312/837-6615
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Training of Buyers To Be Discussed

WASHINGTON—Buyer-training programs will be one of several topics discussed at the Association of General Merchandise Chains' merchandising/advertising conference, April 25-27, at the Opryland Hotel, Nashville.

Updates on legal aspects of merchandising/advertising, market research data, and strategies in advertising will also be discussed.

Additionally, the conference will address ideas for in-store promotions, and import quotas and Government regulations.

Danners' Volume Up 22% in Feb.

INDIANAPOLIS—Danners' unaudited sales for the four-week period ended Feb. 25, 1984, were $10,500,000, an increase of 22% over the same period last year.

The 22% rise represents the fourth consecutive double-digit monthly sales increase.

The 3D discount store division represents approximately 85% of the company's total sales.

HOUSEWARES

1983 $ Rank	1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
Plastics					
1	4	Tucker T-334 Trash Can 22 gal	5,397	8.99	48,519.03
2	7	Loma 364 32-gal Rfs Cntnr Lckld	3,438	12.32	42,356.16
3	—	Eagle E2757 2-qt Juice Dcntr Clr	19,380	1.97	38,178.60
4	1	Republic 156 Freezette 1 qt	12,300	2.96	36,408.00
5	—	Sterilite 7600/A Shoe Box	19,056	1.79	34,110.24
6	—	Sterilite 7800/A Large Sweater Box	5,531	6.11	33,794.41
7	2	Vanderbilt 751 Nylon Baster	26,088	1.25	32,585.00
8	10	Sterilite S2122 2-qt Refrigerator Bottle	17,660	1.79	31,611.40
9	3	Republic 154 Freezette 1 pt	9,724	2.96	28,783.04
10	—	Sterilite 7700/A Sweater Box	5,926	4.49	26,607.74
11	—	Artisan 7236 Strawberry Casual Set	1,082	24.49	26,499.18
12	—	Deka SU560 Smurfs Plate 9"	7,512	3.23	24,263.76
13	—	Artisan 7208 Dawn 24-pc Casual St	1,004	24.49	22,579.96
14	—	Alabaster 83111 Trendee Ice Cb Try	13,181	1.70	22,407.70
15	—	Sterilite S2121 1-qt Refrigerator Bottle	17,859	1.25	22,323.75
Rubbermaid					
1	1	2965 Laundry Basket Chocolate	18,857	5.75	108,427.75
2	5	2965 Laundry Basket Almond	18,168	5.75	104,466.00
3	4	2864 Fliptop Basket Chocolate	11,882	8.36	99,333.52
4	11	0450 Bath Mat Light Blue	26,643	3.59	95,648.37
5	8	0450 Bath Mat White	24,581	3.59	88,245.79
6	10	2850 Basket Liftlid Chocolate	10,245	8.36	85,648.20
7	15	2864 Fliptop Basket Almond	9,400	8.36	78,584.00
8	14	6032 Dish Drainer Almond	11,765	6.47	76,119.55
9	13	0450 Bath Mat Chocolate	21,008	3.59	75,418.72
10	12	6032 Dish Drainer Chocolate	11,115	6.47	71,914.05
11	—	2858 Step-on Wastebasket Chocolate	5,616	12.59	70,705.44
12	—	2850 Basket Liftlid Almond	8,404	8.36	70,257.44
13	—	0450 Bath Mat Dark Almond	18,290	3.59	65,661.10
14	—	2845 Basket Chocolate	13,745	4.76	65,426.20
15	—	6008 Drainer Almond	11,340	5.66	64,184.40

Source: HalMar Distributors, Holyoke, Mass., for calendar 1983, covering more than 500 stores, including 400 full-line discount stores from New England to the Carolinas. Average retail prices reflect typical price points for discount chains.

Fashionable wicker baskets are bringing a taste of country living into discount chains across the country including here at Pamida, Albert Lea, Minn. *(DSN photo)*

PMA®

PRODUCT MOVEMENT AUDIT

Promotions

(Continued from page 50)

turning up in kitchens today. People might have a glass set and a metal set—one for everyday, one for better.

Ekco's Baker's Secret dominates our cookware performance ratings; the same supplier's Classics line, introduced last fall, is getting distribution now. It's higher style, with fluted design items like flan-pans and scalloped cake pans, and should retail about $1 more per item than the current line.

Corning's new Visions top-of-stove cookware has done well since its introduction, in large part because of its fashionability and sleek packaging. High style is luring customers today.

Similarly, gadgets such as nylon kitchen tools demonstrate today's popularity of coordinated colors and patterns.

Small plastics is a category in which discounters are trading up from, say 19¢ tumblers to more fashionable $1 tumblers, and are meeting no consumer resistance. Butter dishes, bowls and containers are experiencing similar upgrading at the retail level.

In tabletop, heavy specials dominated the first two months of 1984. Perhaps the most extreme promotion was offered by Corning on its Livingware sets —the result being a drop in the hot retail promotional price from $19.99 to $12.99-$13.99. We think Corning is looking for open-stock business down the road.

More Emphasis

There's a lot of activity in microwave cookware and accessories, following a strong Christmas gift season for microwave ovens. New England has greater penetration in this category than in the past. Retailers view microwaves as a lifestyle product, so they're adding a lot of sku's. From manufacturers, we anticipate many new cookware products at the housewares show; we're already seeing improved packaging that's more colorful and informative.

Glassware showed a great deal of strength last year in combination sets of 16-[illegible] pieces. However, I think we'll see a lot more 12's this year so retailers can maintain the magic price points of $9.99 on promotion up to $14.99 everyday, depending on sets' design and configuration. Our bulk and 4-pack business has remained steady.

In closet and storage, we expect to see retailers trade up their assortments to include closet organizers.

Wal-Mart Hikes Payout

BENTONVILLE, Ark.—Wal-Mart's board of directors increased the annual cash dividend to 21¢ a share, a 50% increase from last year. The dividend, payable April 11, 1984, to shareholders of record March 23, 1984, will be distributed quarterly at the rate of 5¼¢ per share.

Meco® announces the start of a better finish.

INTRODUCING DURA FUSE™

A space-age finish that looks better and lasts longer than ordinary paint.

Now MECO® products come with another built-in sales advantage. Our new heavier, richer and more durable DURA FUSE™ finish.

This new, improved finish gives MECO products a luster that outshines and outsells other products in their class. It's the product of a remarkable dry powder application system which uses a space-age polymer in place of solvent-base paint.

Our new DURA FUSE finish also gives you more satisfied customers because it doesn't scratch or chip like ordinary paint and holds its true color longer. Not only that, but DURA FUSE better withstands impact, corrosion and the abrasions that occur during shipping and handling.

Finding the best buy in casual furniture and barbecue grills is easy—if you start with a better finish.

Come see the DURA FUSE™ difference at the Housewares Show, MECO® Booth #5162-65 and 5262-65.

MECO® CORPORATION

P.O. Box 1000 (1500 Industrial Rd.)
Greeneville, TN 37744-1000 • 615/639-1171

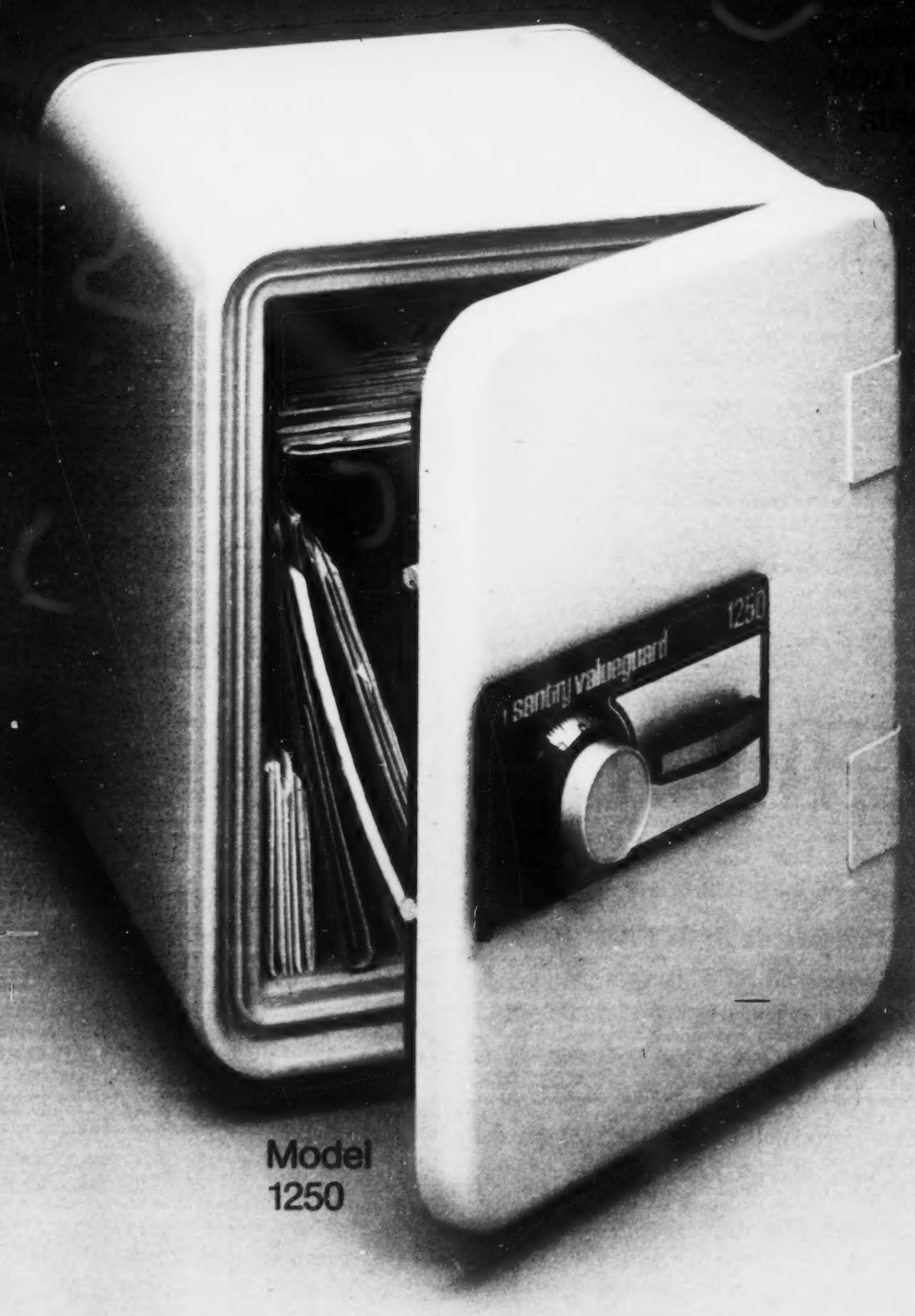
HOUSEWARES

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
Small Plastics				
1	Foley 253 Nylon Turner	2,460	0.63	1,549.80
2	Foley 254 Nylon Basting Spoon	1,914	0.63	1,205.82
3	Foley 268 Nylon Slot Spoon	1,571	0.63	989.73
4	Foley 266 Nylon Fork	1,338	0.63	842.94
5	Deka Plastics GR510 Garfield Mug	408	1.23	501.84
6	Deka Plastics 740 Ice Cream Cone Mug	432	1.16	501.12
7	Sterilite 7204 Mini Tray 2-Pack	432	1.12	483.84
8	Republic Molding 183 Pitcher 18 oz	384	1.23	472.02
9	Republic Molding 187 2-qt pitcher	228	1.89	430.92
10	Eagle 2757 Juice Bottle 2 qt	216	1.51	326.16
Corning				
1	P-168-57 Chocolate Teapot	519	17.69	9,181.11
2	P-811-BP Main Plate	954	8.05	7,679.70
3	P-168-60 Blue Teapot	411	17.69	7,270.59
4	P-168-58 Lemon Teapot	360	17.69	6,368.40
5	P-168-59 Cranberry Teapot	276	17.68	4,879.68
6	P-155 Grab It Bowl	555	8.07	4,478.85
7	P-14 Casserette Dish	602	7.18	4,322.36
8	P-140 Side Kick Dish	549	7.15	3,925.35
9	P-166-8 6 Cup Perc Sp	153	21.29	3,257.37
10	P-166-7 6 Cup Perc Fl	135	21.29	2,874.15

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
Pyrex				
1	603 Single Fastfood Dish	828	5.82	4,818.96
2	95 Mix Bowl Set 3 Piece	678	7.07	4,796.46
3	229 9" Deep Pie Plate	1,668	2.58	4,303.44
4	233 Utility Dish 3 qt	672	5.63	3,783.36
5	516 16-oz Measuring Cup	1,339	2.65	3,548.35
6	703 3-qt Dish W Cover	363	9.72	3,528.36
7	463-D 6-oz Custard	1,090	3.05	3,324.50
8	704 Oval Cake Dish 4	328	9.72	3,188.16
9	508 8-oz Measuring Cup	1,260	2.13	2,683.80
10	213 Leaf Dish	905	2.89	2,615.45
Glassware				
1	Drnd 8001356 Diamt Bowl 9	640	2.68	1,715.20
2	N Amrcn Philps RP6 Rplcmnt Bowl 6	96	10.06	965.76
3	Anchor Hocking N1216 Gold Ash Tray	468	1.67	781.56
4	Drnd 8011017 Diamt Bowl 5	804	0.87	699.48
5	Pres 700 807 Cream & Sugar	126	5.22	657.72
6	Anchor Hocking 3281 Rd Cndy Jr Smll	430	1.45	623.50
7	Pres 700 733 Chip & Dip	84	7.18	603.12
8	Anchor Hocking 700 719A Table St	64	9.14	584.96
9	Anchor Hocking 59L Cookie Jar 1 gal	112	4.93	552.16
10	Pres 780 Snack Plate 11 in	311	1.74	541.14

(Continued on page 56)

If you're looking for a fortune, try looking in the obvious place.



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PMA® PRODUCT MOVEMENT AUDIT

Buyers Are Pressured to Order Early

By ARNOLD REINHARD
General Sales Manager, Schreiber Company

Since 1984 will be a year in which manufacturers strive to keep inventories lean, there's greater pressure on chain buyers to forecast their needs at least six to eight months in advance.

This supplier strategy, spurred by anticipation of high interest rates, will affect housewares categories across the board—but especially highly promotional products.

Throughout 1983 and so far this year, we see intense pressure to steer prices downward. For instance, cookware and bakeware prices fell 10%-15% during the past 15 months because DuPont lowered its restriction on the minimum gauge metal that must be used with SilverStone. Many manufacturers picked up on that.

Additionally, the success of imports is helping to moderate prices, particularly in cookware.

In glassware, the abundance of suppliers has heightened competitiveness, and has thrown the category into a promotional spiral. Suppliers like Durand, Wheaton, Libbey and Anchor Hocking are experimenting with deep promotions well beyond the seasonal standards. They're deeper than they've ever been.

This is due in large part to prevalent manufacturer overstocks of boxed goods. They're trying to clear inventory and gain market share in a crowded field.

Overall, we achieved greater than 20% sales growth in 1983, and are looking at 10%-15% growth this year. Our recent standout category has been microwave cookware and accessories, which spurted ahead 30% in 1983. Closet and storage also gain strength, as discounters began giving the category better treatment.

Laggards have been dinnerware, bulk plastics and pantryware like breadboxes, which retailers generally perceive as taking up too much space and being too costly.

Our trading area, which includes the Northeast, Southeast, mid-Atlantic and North Central States, has been generally strong for housewares volume—except for some high industrial areas.

Our fastest growing category was due for new product introductions at the Housewares Show, including SilverStone-lined microwave cookware. Frankly, I doubt they'll have

(Continued on page 66)

HOUSEWARES

Gadgets

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Aluminum Hsewrs 1574 4-pack Prng Knf	1,344	1.50	2,016.00
2	Ekco 30401 Pan Turner Nylon	1,284	1.53	1,964.52
3	Ekco 307 61 Small Turner Nylon	1,284	1.53	1,964.52
4	Travco Plastics 464 Steamer Bskt	636	3.00	1,980.00
5	Arrow Plastics 13 Measuring Cut Set	1,199	1.20	1,438.80
6	Imperial Int K158 Super Server	1,044	1.35	1,409.40
7	Aluminum Hswrs 377 Adjstbl Cheese Slicer	1,200	1.13	1,356.00
8	Aluminum Hswrs 1554 Steak Knives	696	1.80	1,252.80
9	M H Rhodes 29006 Marktime Timer	180	6.38	1,148.40
10	Imperial Int K160 Super Slot Server	816	1.35	1,101.60
11	Aluminum Hswrs 197 Gravy Maker/Spout	624	1.73	1,079.52
12	Merchandising Inventory 73 Over Door Valet	768	1.26	967.68
13	Ekco 30481 Basting Spoon Nylon	612	1.53	936.36
14	560 1391 Egg & Vegetable Slicer	876	1.05	919.80
15	Mirro Aluminum S2586-15 Measuring Spoons	1,020	0.90	918.00

Bath Shop

1	Selfix 443 Portable Shower	455	7.98	3,630.90
2	Kellogg Brush 215 Bowl Brush Tamp	2,784	0.98	2,728.32
3	Selfix C-441 Shampoo Spray	1,512	1.69	2,555.28
4	Selfix 2251 Shower Organizer	702	2.45	1,719.90
5	Mayfair Div 66TT Toilet Seat White	208	7.50	1,560.00
6	Mayfair Div 13D Toilet Seat White	122	12.15	1,482.30
7	Ekco 38110 18" Towel Bar	708	2.00	1,416.00
8	Mayfair Div M3000 Brown Scft Seat	120	11.73	1,407.60
9	Ekco 38190 3 Arm Towel Bar	708	1.88	1,331.04
10	Ekco 38090 Tissue Holder	660	1.83	1,207.84
11	Ekco 38310 Towel Holder	588	2.00	1,176.00
12	Arrow Plastics 284 Jumbo Soap Dish	1,332	0.85	1,132.20
13	Ekco 38230 Luc Towel Ring	510	2.11	1,076.10
14	Mayfair Div 13D Toilet Seat Blue	86	12.15	1,044.90
15	Ekco 38120 12" Towel Bar	564	1.83	1,032.12

Closet Shop

1	Lee 3 x 66 Garment Rack Brown	820	14.56	11,939.20
2	Corr W2410 Storage Chest Walnut	2,064	1.62	3,343.68
3	Corr W2806 Underbed Chest Walnut	1,584	1.62	2,566.08
4	1569 1567 Storage Closet Brown	92	24.99	2,299.08
5	Corr F2410 Cntry Stg Chest	648	2.59	1,678.32
6	Corr F 2806 Cntry Underbed Chest	598	2.59	1,548.82
7	Corr W840H 2 Wood Pants Hanger	1,104	1.33	1,468.32
8	EXCL EX288 Moth Balls 1 lb	1,128	1.19	1,342.32
9	Corr M713 W Blouse/Slacks Hanger	648	1.89	1,224.72
10	Corr M730 5 Sw Arm Slacks Rac	504	2.38	1,199.52
11	Corr F301M Jumbo Dress Bag	162	6.47	1,048.14
12	Corr M755 3 Piece Skirt Hanger	574	1.82	1,044.68
13	Mabex 46 Paraffin Crystals 2.5	264	3.92	1,034.88
14	Helmac MST1 Men's Shoe Shape	438	2.31	1,011.78
15	Corr M732 5 Tier Slack Rack	552	1.79	988.08

Microwave

1	Anchor Hocking PM486/TI Divided Plt	3,480	5.13	17,852.40
2	Anchor Hocking PM469/TI Bacon Rack	2,862	5.13	14,682.06
3	Anchor Hocking PM481/T1 Utility Pan	2,795	5.13	14,338.35
4	Anchor Hocking PM444/T1 Bake Sheet	2,100	5.13	10,773.00
5	Anchor Hocking PA600/112 Turntable	380	28.22	10,723.60
6	Anchor Hocking PM459/T1 Bwqking Ring	1,534	5.13	7,869.42
7	Corning MW-11-S Brown Grill	457	16.83	7,691.31
8	Anchor Hocking PM447/T1 Muffin Pan	1,452	5.13	7,448.76
9	Anchor Hocking PM479/T1 Roast Pan	1,380	5.13	7,079.40
10	Corning MW-A-10 Brown Skillet	231	25.77	5,952.87
11	Anchor Hocking PM400/131 Main Dish	1,308	4.40	5,755.20
12	Anchor Hocking PM400/126 Popcorn Popper	556	9.45	5,254.20
13	Pyrex 600 Individual Server	875	5.86	5,127.50
14	Anchor Hocking PM490/T1 Loaf Pan	954	5.14	4,903.56
15	Corning MW-83-W Menuet Browner	360	13.59	4,892.40

Source: Schreiber & Co., Lititz, Pa., for calendar 1983, covering 600 discount stores in 19 mid-Atlantic and East Coast states. Average retail price points reflect typical price points for discount chains.

PMA

PRODUCT MOVEMENT AUDIT

Order Early

(Continued from page 64)

great impact because food sticking to dishes is not a major drawback to microwave use. In our area, Anchor Hocking dominates the category listing and Litton is doing well.

An emerging bright spot for discounters is closet and storage, which is gaining its own identity as a category rather than just a section. Chains are broadening their assortments, including organizers which they buy direct; improving their adjacencies, as they place it near domestics and bath departments, and taking a strong promotional stance, especially with colored plastic hangers.

Up the Ladder

In small plastics and gadgets, we see retailers trading up to better quality and higher price points. Discounters are moving away from imported mustard and ketchup dispensers, for instance, to elevate price points from the 89¢-$1.29 range up to about $2.

Presentation of gadgets is improving thanks to better packaging graphics, color coordination and usage groupings in stores.

Tableware movement has been particularly weak in 20-piece sets because of a glut of imports on the market. Traditional designs with gold-colored edges seem to have the most stable following. Flatware is selling sharply because stainless services for four are well suited for promotion. Oneida 20-piece and Imperial 25-piece are staying within well-defined limits of $14.99 every day and $9.99 on promotion.

More Winners

Sales of Corning teapots strode forward because of the manufacturer's aggressive promotions during 1983's final quarter. Its French White and Visions lines are also benefiting from extensive deals. Corning's little dishes are doing well because they're appropriate for storing and serving leftovers and as a second set of dishes in a home.

Your-choice promotions drove the Pyrex category in 1983, such as measuring cups and 9-in. deep pie plates at price points of $2-$3.

Rubbermaid's merchandiser for its shelf lining products is one of the few accepted by most mass merchants because of the high brand name identity. Also, its designs and price points are suitable for discount store customers. The manufacturer's debut into microwave cookware has been less than sizzling, however, though it should sustain.

NCE

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Discount Store News

HOUSEWARES

Consumer Intent-to-Buy Survey

% planning to buy a:		of which ___% are families rather than single-person households	Age of household head: under 40	40-59	60 and over	Type of purchase %: first purchase	replacement purchase	extra purchase	Annual family income: under $20,000	$10,000-$29,999	$30,000-plus
Refrigerator:	11.3	69.5	46.7	30.3	23.0	13.0	77.6	9.4	52.8	20.3	26.9
Freezer:	6.0	73.2	61.4	22.8	15.8	51.9	30.9	17.3	60.6	17.7	21.6
Dishwasher:	6.8	76.7	54.5	31.6	13.9	46.3	46.6	7.1	42.7	20.1	37.2
Trash Compactor:	1.4	72.4	50.0	39.7	10.3	69.1	12.7	18.2	43.1	22.4	34.4
Garbage Disposer:	3.3	73.2	56.5	29.7	13.8	55.6	34.8	9.6	42.0	21.7	36.3
Clothes Washer:	10.4	69.3	51.4	29.0	19.6	25.9	64.3	9.8	60.4	16.8	22.8
Clothes Dryer:	10.1	72.4	56.3	26.2	17.5	35.4	56.1	8.5	58.7	18.7	22.7
Freestanding Range:	3.8	72.8	49.4	29.1	21.6	20.1	69.5	10.4	54.4	22.3	23.5
Countertop Microwave:	9.3	63.4	55.0	30.8	14.3	82.0	11.1	6.9	51.7	26.9	21.4
Vacuum Cleaner:	11.8	65.7	53.4	30.4	16.3	11.5	75.4	13.1	53.6	23.3	23.1
Room Air-Conditioner:	5.4	66.4	54.4	23.5	22.1	37.1	32.1	30.8	59.7	22.2	18.1
Portable Space Heater:	4.4	58.7	58.2	25.0	16.9	47.7	22.7	29.6	54.4	21.7	23.9

Source: Industrial Marketing Research Inc

Vacs Grab Lead In Big-Appliance Intent-to-Buy Poll

HINSDALE, Ill.—Discounters merchandising large appliances in 1984 should anticipate particular sales strength in vacuum cleaners, refrigerators, washers, dryers and countertop microwaves.

That's one conclusion of the quarterly *Continuing Consumer Intent-to-Buy Survey*, conducted in 1983's third quarter by Industrial Marketing Research Inc., headquartered here. A total of 4,225 respondents comprised a high 77% usable response rate. Intent-to-buy is considered a leading indicator of probable market trends, IMR said.

By a slim margin, the major household appliance consumers intended to buy most was a vacuum cleaner. It was cited by 498 persons, or 11.8% of those surveyed, compared with clothes washers' 10.4% level of mention and clothes dryers' 10.1%.

Seasonal comfort items popping up on shopper buying lists were room air-conditioners, cited by 5.4% of those surveyed, and portable space heaters, 4.4%.

Like vacuums, where 75.4% of purchases are meant to replace older units, replacement sales will account for 77.6% of refrigerator volume; 13% will be first purchases and 9.4% extra units, the survey said.

Clearly refrigerators and countertop microwaves set the pace in large scale kitchen appliances, commanding 11.3% and 9.3% levels of mention. The big difference in their showing, however, is the type of purchase: a whopping 82% of countertop microwave sales will be first purchases, 11.1% will be replacement and 6.9% extra units.

A Closer Look

Replacement business is next heaviest in freestanding ranges, 69.5%; clothes washers, 64.3%, and dryers, 56.1%, the survey said.

Suggesting continued sales inroads that trash compactors, garbage disposers and freezers could make, substantially more than half of their planned purchases were by first-timers.

These three items rank among the major kitchen appliances consumers said they intended to buy next most frequently: dishwashers, 6.8%; freezers, 6%; freestanding ranges, 3.8%; garbage disposers, 3.3% and trash compactors, 1.4%.

The survey shows that major appliances will likely be bought by families, rather than one-person households, where the head is 39 or younger and annual income is less than $20,000. Households headed by people older than 60 generally plan to purchase the least, as do those earning $20,000-$29,999, the survey said.

Families represent roughly two-thirds of probable purchasers for most major appliances, with slightly more than half these families headed by someone under 40 years old.

K mart's February Sales Jump 11.2%

TROY, Mich.—K mart's sales in February went up 11.2% to $1,103,322,000 from $991,986,000.

Same-store volume went up 9.2%.

The discounter had 2,158 K marts in operation in February, a gain of 40 units. Also contributing to the month's sales were Designer Depot, Kresge, Jupiter, Furr's Cafeterias and Bishop Buffets units.

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Copper alone does not make a spark plug superior. That's why Champion added more than copper. We added the plus. In fact, we added several.

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Then we added the "plus-de-resistance." An exclusive Performance Guarantee: "If you don't think your engine runs better with fresh Champion Copper Plus® spark plugs, return them to Champion within sixty days and we'll refund your money."* No fuss for you. No fuss for your customers.

If you want to stock superior spark plugs, don't just settle for copper. Stock the plus. Champion Copper Plus. Get all the plus with none of the fuss.

*Offer expires December 31, 1984. Aviation and industrial plugs excepted.

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Toledo, OH 43661

HOUSEWARES

Discounters Swell Lead Among Housewares Outlets

CHICAGO—Discount stores and catalog showrooms have maintained their status as the powerhouse retailers of housewares, with the former beefing up their No. 1 ranking.

The two discount-priced retailers accounted for 39% of manufacturers' sales to retail and wholesale outlets last year, just under the 40% in 1982, according to the latest study conducted for the National Housewares Manufacturers Association.

Housewares manufacturers' sales last year were $22,401,000,000, up 12% from $20,086,000,000 in 1982, with electric housewares continuing to be the dominant product category in volume, accounting for 35% of sales in both years.

Electrics accounted for $7,840,350,000 of manufacturers' sales in 1983, up 1.4% from $7,730,100,000 in the previous year.

The breakdown of manufacturers' sales to retailers showed that discounters accounted for 30% last year, up two full percentage points from 28% in both 1982 and 1981, to continue as the leading retail outlet.

While catalogers remained No. 2, the showroom industry's share slipped to 9%, down four percentage points from 12% in 1982.

Conventional department stores had a slight decline to 8% from 9% in 1982 (and 10% in 1981), while other retailers also recorded one percentage point shifts up or down.

Key Changes

The small percentage point shifts for the top three retail outlets, however, worked out to big changes in dollars.

Discounters, 1983 share in dollars amounted to $6,720,300,000, up 19.5% from $5,624,080. Catalogers' portion of $2,016,090,000 was down 16.4% from $2,410,320,000. Conventional department stores' share of $1,792,080,000 was off slightly from $1,807,740,000.

The shifts in percentage figures are symptomatic of changes in the three major general merchandise retailing segments: discounters continue to go after housewares and electrics because of their appeal as basic hard lines categories.

While catalogers follow a similar merchandising approach, the showroom industry has undergone a major retraction and slowdown in the rate of growth for a number of companies in the past year which has impacted sales, including housewares volume.

Conventional department stores have maintained their focus on soft goods as that industry's main growth direction, so that housewares and other hard lines are mainly in a status quo, rather than expansion, position.

Retailers, overall, remained the major outlet for housewares manufacturers, accounting for 79% of their sales, although down three percentage points from 82% in 1982.

The share of wholesalers, the other outlet tracked in the study, went up to 21% from 18%.

The report was the 17th annual marketing research study of housewares manufacturers and, as in the past, was conducted for the association by B. Angell & Associates. It was based on responses from 611 manufacturers or 33% of the 1,852 exhibitors in the January and July 1983 NHMA International Housewares Expositions.

While electric housewares clearly was the major category in dollars, the number of manufacturers of that merchandise only accounted for 11% of the producers in the housewares industry.

A similar situation prevailed for the cook and bakeware category. That category produced 12% of manufacturers' sales, up slightly from 11%, but such producers only accounted for 8% of the companies.

The other major product category with 11% of sales, unchanged from the previous year, was serving and buffet products and accessories, which includes dinnerware, cutlery and flatware. Such manufacturers accounted for 10% of the industry.

Manufacturers, Housewares Sales (add 000,000) by Outlets

Outlets	1981		1982		1983	
Discount Stores	$ 5,341	28%	$ 5,624	28%	$ 6,720	30%
Catalog Showrooms	1,907	10	2,410	12	2,016	9
Department Stores	2,098	11	1,807	9	1,792	8
Supermarkets	1,144	6	1,004	5	1,344	6
Drug Stores	1,144	6	1,205	6	1,120	5
Housewares/Hardware Stores	763	4	1,004	5	1,120	5
Variety Stores	953	5	602	3	896	4
Mail Order	381	2	401	2	672	3
Home Centers	381	2	401	2	448	2
Buying Syndicates	190	1	602	3	224	1
All Other Retailers	953	5	1,406	7	1,344	6
All Wholesalers	3,815	20	3,615	18	4,704	21
Total	19,075		20,086		22,401	

Source: 17th Annual National Housewares Manufacturers Association study

Housewares Producers' Dollar Sales By Category (add 000,000)

Product Category	1982		1983	
Electric Housewares	$7,030	35%	$7,840	35%
Cook & Bakeware	2,209	11	2,688	12
Serving, Buffet Products & Accessories	2,209	11	2,464	11
Decorative Accessories	1,606	8	2,016	9
Outdoor Products & Access.	803	4	1,120	5
Plastic Ware	1,004	5	1,120	5
Furniture	1,004	5	896	4
Cleaning Products & Access.	602	3	672	3
Kitchen Tools & Gadgets	803	4	672	3
Bath & Closet Access.	602	3	672	3
All Others	2,209	11	2,016	9

Source: 17th Annual National Housewares Manufacturers Association study

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The price points
The value isn't.
It dents and rusts.
Only five gallons.
A paper bag that has to be removed every time you go from dry to wet cleaning. Needs replacing.
The Genie Jet Vac™ and the Shop Vac have identical opening price points. But that's where the similarity ends.
Genie offers your customers much more for the dollar. 20% more capacity, a better filter system and a superior, rust-proof, dent-proof body.
And that's not all. When you sell Genie, you're selling a nationally-famous brand name your customers have

HOUSEWARES

Cookware Is King

Cookware is often used by discounters as the key item in ***housewares*** *ads in newspapers. The other housewares products vary, to reflect the theme or message each discounter tries to convey in the ad.*

Cookware is the dominant theme in a Target ad with nine product groupings. The discounter makes the cookware theme even stronger by tieing in cutlery, flatware and tools.

Ann & Hope takes an eclectic approach to a promotion that includes four cookware offerings —two electric items and two nonelectric top-of-stove products. The big spread in the prices of the cookware items, $25 to $99, reflects the range of the 10 housewares in the ad, which go from $8 (after a manufacturer rebate) to $188.

Zayre plays up low prices in an ad that uses "your choice" of nonelectric cookware at either $3, $4 or $6. Other cookware items helping to reinforce the low price theme include bakeware at two for $2 and such electric products as "your choice" of a toaster, percolator or slow cooker for $10.

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Sales Keep Rising, But Turnover Slips

	1973	1978	1979	1980	1981	1982	1983	10-year change	5-year change	'83 vs. '82
Sales (billion)	$1.2	$3.1	$3.4	$4.2	$4.8	$5.3	$5.9	+391.7%	+90.3%	+11.3%
Sales per Store	$245,558	$444,975	$467,933	$542,916	$588,000	$639,000	$729,000	+196.9%	+63.8%	+14.1%
Dept. Size (sq. ft.)	4,162	5,100	5,100	5,734	5,734	5,750	5,760	+ 38.4%	+12.9%	+ 0.2%
Volume per Sq. Ft.	$59.00	$87.25	$91.75	$95.00	$102.00	$111.00	$127.00	+115.3%	+45.6%	+14.4%
Annual Turns	3.7	4.2	4.2	4.2	4.1	3.9	3.4	− 8.1%	−19.0%	−12.8%
Initial Markup	36%	38%	37%	38%	36%	36%	40%	+ 11.1%	+ 5.3%	+11.1%
Gross Margin	31.0%	34.0%	33.0%	34.0%	32.0%	31.0%	31.5%	+ 1.6%	− 7.4%	+ 1.6%

Source: DSN research

Despite a near doubling in housewares volume by discount stores during the past five years to $5.9 billion, turns have fallen steadily and gross margins have slipped since 1978.

The drop in turns occurred most drastically in 1983, as the nation's economy was just starting to right itself after the recession. Reflecting last year's higher retail prices, gross margins upturned to 31.5%—after skidding steadily from 1978's 34% level to 31% in 1982.

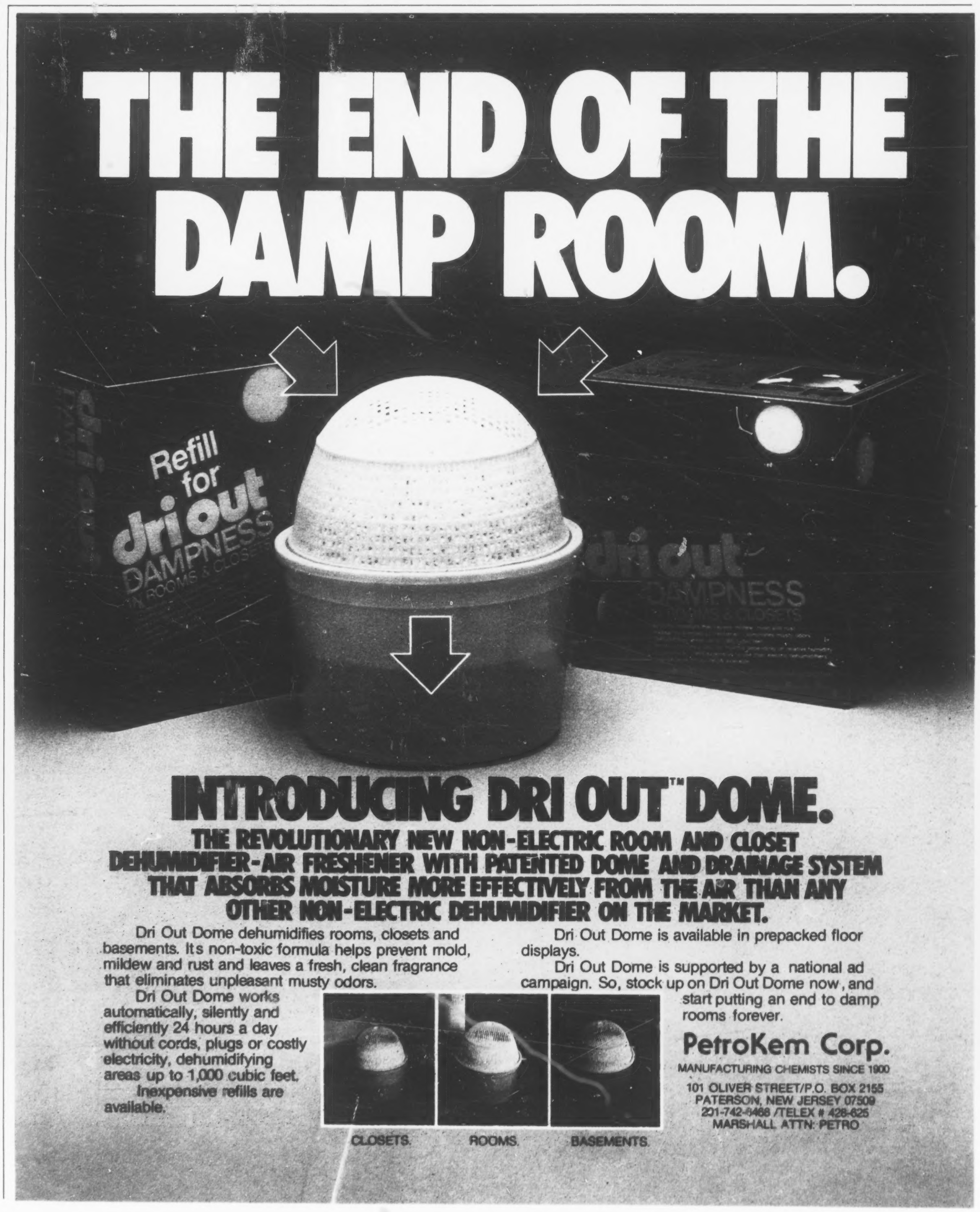
At the same time, initial markups rose to the highest level tracked by *DSN*—40% in 1983 compared with 36% in 1982 and 34% in 1978.

The department's tremendous sales growth has its roots in greater productivity per square foot and enlarged sales areas. Since 1978, when sales per square foot were $87.25, levels increased 45.5% to $127 per square foot in 1983. Increases occurred each year.

Department size rose 12.9% since 1978 to 5,760 sq. ft. in 1983. However, department expansions have been nil since 1980, the last year in which housewares departments showed a significant spurt in size.

Looking back 10 years to 1973, department improvements are even more impressive, except for annual turns which diminished 8.2%.

THE END OF THE DAMP ROOM.



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Dri Out Dome dehumidifies rooms, closets and basements. Its non-toxic formula helps prevent mold, mildew and rust and leaves a fresh, clean fragrance that eliminates unpleasant musty odors.

Dri Out Dome works automatically, silently and efficiently 24 hours a day without cords, plugs or costly electricity, dehumidifying areas up to 1,000 cubic feet.

Inexpensive refills are available.

Dri Out Dome is available in prepacked floor displays.

Dri Out Dome is supported by a national ad campaign. So, stock up on Dri Out Dome now, and start putting an end to damp rooms forever.

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HEALTH & BEAUTY AIDS

PRODUCT MOVEMENT AUDIT

Mfrs. to Plug Reformulated Cosmetics

By ROSE DWORKIN
Cosmetics, Fragrance Buyer
Boston Distributors

Cosmetics and fragrance trends that picked up along with the economy last year will gain momentum throughout 1984.

Consumer demand for reformulated cosmetics and new mass-market fragrances will be spurred by aggressive advertising by manufacturers. A rise in spendable incomes this year should, as in the past, bolster the sales of designer fragrances priced under $25 and budget cosmetics lines usually bought on impulse.

Last year, cosmetics makers did their part to spark sales growth by appealing to active lifestyles with the introduction of new long-lasting formulas in every segment of the business —lip, face, nail and eye products. It seems manufacturers realized they had exhausted the spectrum of shades and saw reformulation as the best way to get women to buy new makeup.

New Moves

The first "long-wearing" or "active-protection" entries showed up early in 1983 and by the time the '84 planograms were put to bed, almost every single product had been slated for reformulation and/or repackaging. Cover Girl's "long-lasting" waterproof Marathon Mascara made it on the 1983 eye makeup PMA in the No. 6 position.

The list of reformulated makeups on board for this year is lengthy: Quencher lip and nail line has been reformulated and repackaged. Cover Girl is putting the most money, so far, behind its Luminesse face makeup and its Opulent long-wearing nail color. Maybelline's new Expert Eyes shadow trios and pencils also offer that long-lasting feature. Cover Girl's Thick Lash II is another new long-wearing eye product. Cutex lipstick is also being repacked and reformulated to follow the latest cosmetics trend.

Even Max Factor's Whipped waterproof and Classic lines—previously shelf items—are being repackaged on cards this year.

Discounters who stock the repackaged Factor lines can benefit from the company's massive couponing that offers the consumer as much as 75¢ off a Classic pencil which retails at $2.75.

As the conventional mass-market lines go after higher price points in the discount

(Continued on page 106)

It Happened This Month Quiz Answer: Max S. Danner, 3D Discount Stores and Danner's, Inc.

Women's Fragrances

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Halston Spray Cologne 2 oz	9,306	13.59	87,161
2	Halston Spray Cologne 2.5 oz	5,428	13.89	51,980
3	Charlie Spray Cologne 0.4 oz	10,933	5.99	45,158
4	Jontue Spray 0.6 oz	10,462	6.00	43,316
5	Halston Natural Spray 1 oz	4,101	13.76	38,920
6	L'Air Eau De Spray 1 oz	3,794	11.40	29,809
7	Enjoli Natural Spray 0.6 oz	7,670	5.63	29,739
8	Le Jardin EDT Spray 0.55 oz	5,578	7.06	27,134
9	Le Jardin EDT Spray 1 oz	3,328	10.85	24,891
10	Aviance Night Musk 1.3 oz	3,944	9.12	24,806

Women's Gift Sets

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Jean Nate Lingir Pleasures	4,673	7.98	25,711
2	Emerald Set 1.5 Spray/4 oz Dstng Pwdr	2,256	8.99	13,988
3	Enjoli 2 oz Hand & Body/0.6 oz Spray	2,522	7.93	13,790
4	Babe Set 4 piece Travel Kit	3,480	5.20	12,491
5	Tabu Set 2 oz Cologne	2,486	7.15	12,254
6	L'Air Spray Wardrobe Set	965	14.05	9,344
7	Coty Wild Musk Set	1,447	8.96	8,940
8	Babe Set 3 oz Spray/3 oz Talc	2,120	5.03	7,358
9	Jordache Gift Set 2 piece Lady	1,089	9.60	7,216
10	Babe Set 3 oz Spray/3 oz Dstng Pwdr	2,023	5.03	7,012

Face

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Cover Girl Pressed Powder Creamy Natural	7,668	2.57	13,576
2	Cover Girl Makeup Creamy Natural	7,304	2.48	12,531
3	Maybelline Brush on Blush Pink	7,392	2.47	12,416
4	Cover Girl Pressed Powder Brunette	6,748	2.55	11,910
5	Cover Girl Pressed Powder Medium	6,552	2.57	11,582

Women's Promotions Fragrance

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Cachet Noir Display	495	10.87	95,169
2	Aviance Night Musk Display	4,402	11.16	33,915
3	Coty Wild Musk 1 oz	5,886	4.44	18,019
4	Jovan Musk Oil Cologne Spray	3,216	7.70	17,090
5	Enjoli Birthday Salute	2,835	7.51	14,678
6	Enjoli Year End Spray	4,368	4.35	13,125
7	Windsong/Cachet/Chimere	117	5.80	11,728
8	Charlie Cologne Spray 1 oz	4,140	3.99	11,373
9	Jontue Cologne Spray 1 oz	4,140	3.99	11,373
10	Jovan Lady Trial Special	3,636	4.44	11,109

Lip

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Maybelline Lip Potion Cherry Smash	3,687	2.33	5,945
2	Cover Girl Lipstick Pure Gloss	3,904	0.98	5,550
3	Maybelline Kissing Cousin Lip Potion	3,444	2.00	4,759
4	Hazel Bishop Lipstick Warm Toast	7,500	0.86	4,457
5	Maybelline Whip Stick Lipstick Plum Ice	2,937	2.13	4,322
6	Maybelline Kissing Slick Strawberry	2,625	2.36	4,282
7	Maybelline Whip Stick Lipstick Mocha Ice	2,871	2.13	4,235
8	Maybelline Kissing Slick Cherry	2,568	2.36	4,204
9	Hazel Bishop Lipstick Naturally Clear	8,154	0.74	4,136
10	Cover Girl Lipblush Shiny	2,532	2.28	3,974

Nail

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Hard as Nails Clear	19,944	1.13	15,592
2	Cover Girl Nailslicks Clear Ice	3,480	1.35	6,060
3	Cutex Creamy Polish Colorless	6,740	1.16	5,403
4	Hard as Nails Tint	6,492	1.13	5,078
5	Cover Girl Nailslick Snoflack Frost	5,076	1.35	4,736

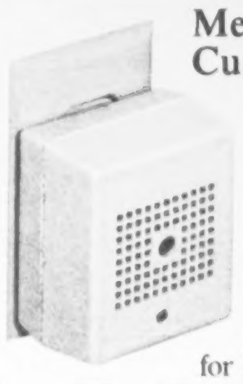
(Continued on page 106)

The one creature Deci-Mate™ can't keep away.

Retail sales show people keep coming in for Deci-Mate ultrasonic pest repellers. Because Deci-Mate makes pests go away. Research—and satisfied customers—prove it.

A Proven Success.
A recent independent scientific study revealed Deci-Mate's 300D effectively drove pests out of the home. The method? Safe, non-chemical ultrasound blasts that humans, dogs and cats can't hear. That bugs and rodents can't bear.

Approved by Consumers.
But the proof's in the selling. Deci-Mate television advertising in introductory markets generated high-level sales and satisfied buyers. Because it works, Deci-Mate stayed sold. Less than 1% came back, even with the money-back guarantee.



Meet Every Customer's Need.
Now you can get Deci-Mate's complete line. Besides the proven 300D there's the 2000R and 1000E, designed for smaller rooms and apartments. And the 500C packs a bigger punch for large areas.

They'll See You on T.V.
We've created an animated television commercial that includes your store I.D. And a co-op program. Ask us how to qualify for both. They'll combine with point-of-purchase materials to sell the full line. So you don't have to.

Pester Us For Details.
Become a Deci-Mate™ dealer. The critters really move. Call or write Terry Levesque, Vice President, El Mar Corporation, 821 E. Artesia Boulevard, Carson, CA 90746 (213) 327-3180.

DECI·MATE
ULTRASONIC PEST REPELLER

Bugs Pests.
So they don't bug you.

notices of TRADE PROMOTIONS & ALLOWANCES

Notice to all Retailers

The Hartz Mountain Corporation offers various promotional and advertising allowances and merchandising material for displaying and promoting its various lines of products. For details contact our Sales Administration Office at 700 South 4th Street, Harrison, N.J. 07029.

THE HARTZ MOUNTAIN CORPORATION

DON'T DISCOUNT US . . .

. . . or your trade promotion or allowance could fall flat. Discount Store News' trade promotion and allowances section is the first place your target audience of retailers will look for upcoming and on-going trade notices. DSN grabs the attention of top level decision makers in

- ***Discount Department Stores***
- ***Catalog Showrooms***
- ***Specialty Discount Stores and DSN does it bi-weekly.***

Discount Store News Classified Department (212) 371-9400

HEALTH & BEAUTY AIDS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	Eye			
1	Cover Girl Mauve Shadow Collection	8,308	2.89	16,573
2	Maybelline Eyebrow Pencil Twin Black	22,566	1.03	16,021
3	Maybelline Great Lash Mascara Black	10,212	2.16	15,208
4	Maybelline Automatic Pencil Velvet Black	11,094	1.86	14,129
5	Maybelline Shadow 10 Eye Kit	4,443	4.54	13,928
6	Cover Girl Marathon Mascara Black	8,072	2.32	12,932
7	Maybelline Ultra Big Ultra Lash Black	9,282	1.96	12,541
8	Cover Girl Professional Mascara Black	6,972	2.31	11,086
9	Cover Girl Pencil Black	7,852	2.05	11,050
10	Maybelline Dial-a-Lash Mascara Black	5,448	2.87	10,793
	Men's Fragrances			
1	Old Spice After Shave Lotions 4.25 oz	24,972	3.63	62,338
2	Mennen Skin Bracer 8 oz	17,754	3.47	42,165
3	Mennen Skin Bracer 4 oz	28,782	2.06	40,962
4	Old Spice Cologne 4.25 oz	10,332	5.49	39,177
5	Jovan Musk After Shave Lotion	6,223	8.98	38,545
6	Brut 33 Splash on Lotion 7 oz	16,894	3.03	35,343
7	Lectric Shave Regular 7 oz	13,797	3.15	30,023
8	Halston Cologne 2 oz	3,523	10.73	26,066
9	Mennen Afta Shave Lotion 3.75 oz	16,638	2.16	24,722
10	English Leather After Shve Ltn 4 oz	7,153	4.93	24,333
	Men's Gift Sets			
1	Brut 33 Travel Pak	10,924	3.04	22,975
2	Old Spice Set Cp/Afterm Shv Ltn/Shv Crm	3,340	8.41	19,972
3	Old Spice Set 2.5 oz After Shv/Clgn/Deod	3,591	7.66	18,969
4	Brut 33 Set 3.5 oz Splsh/3.5 oz Deod Spr	6,567	3.38	15,307
5	British Sterling Travel Set	3,599	5.58	13,857

Source: Boston Distributors for calendar 1983. Boston, based in Maple Heights, Ohio, supplies over 600 stores, including about 350 discount stores in 18 states. Average retail prices listed by the distributor reflect typical price points for discount stores.

PMA® PRODUCT MOVEMENT AUDIT

Cosmetics

(Continued from page 105)

stores, low-end lines such as Hazel Bishop and Wet 'n Wild will gain appeal as impulse items. Both those low-end lines grew at an astounding rate in 1983.

This year Wet 'n Wild will be available on cards for the first time. We suggest our retail clients put budget lines on an end-cap in a heavy traffic aisle away from the conventional cosmetics section. That way shoppers will pick up one or two of the items priced at less than $1 without thinking twice.

This year will see the seasoning of some new products that last year sprang out of the long-lasting makeup trend. Lip renewal creams, for example, should experience a shakeout this year as entries from Factor, Revlon and Coty compete for the business. Aziza is launching another protection item—an eye makeup base called Colorfix that keeps shadows from rubbing off or fading.

Nail accessories—tips and complete nails—are expected to gain in unit sales this year. We think discounters need only two lines to do a good job in that category.

Promising Area

In the fragrance category, designer names and new names in mass-market lines promise to pump up sales in 1984. The strongest trend seems to be in designer lines that are well-known and priced under $25.

For Christmas 1983, our retail customers had terrific results on Halston and l'Air du Temps on promotions. We believe that if buyers (who placed Christmas orders in May when the economy was still sluggish) had been confident enough to order more designer lines, most could have realized 10% to 15% higher sales.

Both Halston and l'Air du Temps will continue strong in '84 because consumers recognize the value in pricing on those items. Chains should, however, avoid spreading their prestige selection too thin with higher-priced items like Oscar or Opium. Consumers seem less aware of the value of discounts on those lines.

Consumers' willingness to spend more on well-advertised mass-market lines was illustrated by the success of Factor's Le Jardin which placed at Nos. 8 and 9 on the '83 PMA. At about $11 for a 1-oz. spray, Le Jardin represents the higher-end of mass-market products.

This year we are expecting continued strength from Le Jardin, Cachet Noir, Aviance Night Musk (No. 10 in '83) and Vanderbilt. (Boston Distributors did not have Vanderbilt in 1983.) We expect Vanderbilt to climb onto the top 10 chart in the first six months of 1984, out performing mass-market lines that have not gained during the past year. Jordache is also positioned to gain in 1984, if the manufacturer bolsters the name through ads and holds the pricing stable.

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LOOK TO LITTONWARE FOR NEW PRODUCTS.

LITTONWARE INTRODUCES the NEW 7 Piece Starter Set. This set includes: • Spatter'N Steamer Cover • 1 Quart Casserole with Cover • Bacon and Meat Tray • Single Serving Bowl with Lid • Muffin Pan

LITTONWARE INTRODUCES the NEW 3 Piece Cook, Roast & Store Set. This set includes: • 2 Quart Roaster/Baker, (12" × 7") • Roasting Rack • Refrigerator/Freezer Cover.

LITTONWARE INTRODUCES a NEW package for the Divided Sauce Pan & Omelette maker. Now the package promotes multi-functional use and shows the advantage of cooking two foods at one time.

LOOK TO LITTONWARE FOR SALES & SUPPORT MERCHANDISING.

Hard selling packaging, prepack merchandisers, and *national advertising* makes the difference.

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Some Chains Redo Paint Mix: P. 11
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Discount Store News®

THE NEWSPAPER OF DISCOUNT RETAILING

Published Biweekly, Every Other Monday, Monthly in December, by Lebhar-Friedman Inc.

$2 per copy
APRIL 30, 1984

Wilson Will Try Out Apparel Mix

BATON ROUGE, La.—H. J. Wilson, the nation's third largest cataloger, is going into the off-price apparel business this fall.

The company's plan to incorporate clothing for men, women and children into its conventional showrooms could result in all Wilson showrooms resembling a discount or mass merchandise store in three years.

The first four "test" showrooms will be outfitted with carpeting, a race track aisle, circular and waterfall racks, fitting rooms and "moderate to better" name brands in apparel by the end of September, Raymond Mufson, executive vp of merchandising at the 79-unit operations, reported.

An additional four showrooms are slated to take on apparel departments in the spring of 1985.

Mufson wouldn't reveal the actual locations of those showrooms targeted for the initial apparel launch. He did say the test showrooms would meet two criteria:

- The test showrooms will be isolated, rather than part of a cluster of Wilson showrooms. That way the chain can advertise apparel as a feature of the chain by market, instead of as a department carried in only one or two stores.
- All test showrooms will share a common climate to simplify the apparel buying effort.

The chain currently operates

(Continued on page 21)

Buyers who jammed McCormick Place for the NHMA housewares show found new fashion colors and packaging to be driving forces. Attending were K mart's Reginald Mears (top) and Gaylords' Joseph Nusim. Other photos, p. 4.

Fashion Is Main Dish At Housewares Show

By AL HELLER

CHICAGO—Fashion made news at the housewares show.

New tones in gray and beige, along with red and black as key coordinated colors; glass covers for cookware, and a surge in the use of four-color litho packaging were some of the fashion trends evident at the National Housewares Manufacturers Association's Show held here this month.

Chain buyers focusing on fashion in their stores felt the improved looks of products and packages would enhance their store-level merchandising efforts.

A number of new products like a talking ice cream maker, a cordless iron and more accurate scales also attracted attention among buyers.

Discounter and cataloger buyers surveyed by *DSN* felt strong housewares performance in 1984 would hinge on their own in-store fashion efforts, and the continued popularity of microwave cookware and wall-mounted and under-the-counter kitchen electrics.

They anticipated that the strong growth of electronic irons, sports motif youth lamps, storage racks, health care products and home office furniture would help generate department sales gains of 20%-25% by year's end.

Buyers added the current stable price environment would further help chains bolster housewares department profitability this year.

Chains like K mart, Fishers Big Wheel, T.G. & Y. and Kingsway are among those playing up fashion in their new and existing stores, merchandising spokesmen said.

(Continued on page 5)

Consumers Splurging On Fads, Fashions, Ego-Building Items

Nationwide DSN Report

Michael Jackson. Parachute pants. Almost anything Cabbage Patch-stamped. Trivial Pursuits. Telephones. Home fitness centers.

Consumers, this election year, are continuing to spend their money on nonessential purchases, voting, with equal enthusiasm, for current fad and fashion favorites and ego-building hard line items large and small.

Thus, even though weeks and weeks of rotten weather and a late-falling Easter wounded March sales, discounters are looking forward to a strong second quarter, and beyond that to a favorable second half.

Michael Jackson Boutiques Sprout

In soft lines, the late Easter is proving a boon to discounters who say they would have lost the spring apparel season completely to the weather if the holiday had fallen as early as it did in 1983.

Further soft line support is coming from fashion-conscious, young discount store shoppers who are seemingly prepared to spend whatever it takes to be in style—and who more than ever before are taking that business to discount stores.

Discounters are responding. With:

- Sunglasses, silver gloves, T-shirts and flashy red and black, deco zippered jackets—Michael Jackson boutiques carved into men's wear departments (and drawing young male and female shoppers);

(Continued on page 21)

Sporting Goods, Toy Sales Gain

Toy and sporting goods sales are running hot as consumers continue to pursue the high-priced, high-profile favorites that made headlines—and empty shelves—last Christmas.

In consumer electronics they want personal portable stereos and telephones. While price continues to be important, consumers are showing little resistance to items—in both categories—that edge up to the $100 price mark.

In telephones, for example, discounters say droves of shoppers are passing up disposable units for higher-priced models that carry some fashion cachet or technological fillip like combo phone clock radio units or programmable console phones.

But for pure speed, the category to watch is toys.

(Continued on page 21)

Peter Hollis

Robert Glass

IN BRIEF

- **PETER HOLLIS HAS BEEN NAMED PRESIDENT AND** chief operating officer at Fishers Big Wheel. Hollis, who joined the chain as executive vp and coo in 1982 from Zayre where he had been senior vp, gmm, will report to Marshall Hess, now chairman and ceo.
- **ROBERT GLASS, SENIOR VP, FINANCE, IS THE NEW** president of Gold Circle. He replaced Leonard Williams who was promoted to chairman following the departure of chairman James Guinan for the president's post at Bloomingdale's, also a division of Federated Department Stores.
- **MOODY'S INVESTORS SERVICE RAISED ITS SENIOR** rating of Zayre Corp. from Baa3 to Baa1, and the subordinated rating from Ba2 to Baa2. Approximately $70 million in debt is affected by those upgrades.

Digest

April 30, 1984

HARDWARE

- **Some discounters are re-**working their paint mix; in some of those cases the change in ownership of Lucite is a factor. (p. 11)

DOMESTICS

- **Gemco has introduced a** controlled-label line of coordinates called Color Concepts. (p. 14)

H&BA

- **The discounter-and-variety** store group is the fastest-growing segment of the retail H&BA market, according to a study. (p. 16)

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Use Printed Ballot For DOY

Attention Discounter-of-the-Year voters:

To clarify any confusion about the balloting for the 1984 Discounter of the Year election: Only ballots actually printed in *Discount Store News* will be accepted.

However, because of the tremendous reader interest in the election, we are printing another copy of the ballot in this issue. (The original one appeared on page 4 of our April 1 issue.) To cast your vote, please turn to page 25. The voting period has been extended to May 7.—Editor